

Special 2025 Annual Editions

Reach the Twin Cities Legal Market

Advertise in these special edition, annual keepsake issues of the Hennepin Lawyer and the Barrister. Copies will be mailed to members and distributed at special association events throughout the year.

WHAT'S INSIDE?

Each publication will highlight leadership, members and events, as well as articles on the practice of law, work/life balance and more.

DISTRIBUTION
6,000+

HENNEPIN LAWYER

Hennepin County Bar Association's official, annual publication

The Hennepin County Bar Association (HCBA) has been serving the legal profession and the community since 1919. HCBA is comprised of attorney members who live or work in Hennepin County—the largest metropolitan bar association in Minnesota. The HCBA is a welcoming community of lawyers who advocate for the profession, foster access to justice, and provide members with support at every stage of their careers.



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DISTRIBUTION
1,900+

BARRISTER

Ramsey County Bar Association's official, annual publication

The Ramsey County Bar Association (RCBA) is Minnesota's oldest county bar association. RCBA serves attorneys who live or work in Ramsey County, which includes the state's capitol city, St. Paul. RCBA provides members with a wide variety of opportunities including continuing legal education, practice development resources, networking and social events, leadership opportunities, and opportunities to give back to the community.



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To Advertise Call: 763-497-1778

Erica Nelson, Sales Representative, erica.nelson@ewald.com • Fax: 763-497-8810

Print Rates and Sizes

Deadline: November 15, 2024

Planned mail month: January 2025

HENNEPIN LAWYER

BARRISTER

Ad space is limited!

Ad Size	HENNEPIN LAWYER	BARRISTER	Run in Both
DISTRIBUTION	6,000+	1,900+	7,900+
Cover (inside front, opposite inside front, inside back)	\$1,099	\$799	\$1,708
Full Page	\$949	\$639	\$1,429
Half Page	\$609	\$399	\$907

+ DIGITAL

These special editions will also be available online with links to each advertiser website from their ad.

Save 10%
when you
advertise in
both issues!

Ad Dimensions

Half Page
7.25" x 4.75"

Full Page

Live Area
7.25" x 9.75"

Trim Size
8.375" x 10.875"

For Bleed
add 1/8 inch

Demographics

Serving attorneys from the two largest counties in Minnesota, HCBA and RCBA members represent the majority of Minnesota State Bar Association members. The majority of members work in law firms, while others work in business, government, nonprofit, and other settings. Members are active—both professionally and personally—and many are primary decision makers or key influencers at their firms and other organizations they serve. The average age of members in the Twin Cities area is 52.

Camera ready ads must be 300 dpi, print-ready PDF files.
SWOP standards apply. Process/CMYK color.

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Please reserve the following ad placement:

Please refer to the current rate card for rates & specifications

Publication: Hennepin Lawyer Barrister Both

Total Rate: \$ _____

Standard Ad: 1/2 Page Full Page

Premium Ad: Opposite Inside Front Cover Inside Front Cover Inside Back Cover

By my signature, below, I understand and agree that this order will be governed by the rates and terms of the rate card in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

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Polices and Requirements

ADVERTISING POLICIES

Frequency

Hennepin Lawyer and Barrister are each published as single print editions in January.

Deadlines

Space & Materials: Print-ready ads must be received by November 15, 2024 following space reservations. Should the advertisement not appear due to the advertiser's failure to supply correct materials, the advertiser shall remain liable for the cost of the insertion.

Payment Terms

Insertions invoiced upon publication. Net 30 days. No cash discount.

Advertising Agencies

All rates quoted are net. No cash discount. Advertiser and/or its advertising agency are jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered if the order is not canceled prior to the issue closing dates.

Indemnification

All advertisements are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject matter thereon, as confirmed by the authorized signature on the insertion order. The advertiser agrees to indemnify and hold the Hennepin County Bar Association (HCBA) and Ramsey County Bar Association (RCBA) and its agents harmless from any and all liability, demands or damages arising out of the advertising or on behalf of the advertiser. Such indemnity includes the provision of a defense to any actions or claims and the payment of costs and attorney's fees in connection therewith.

ADVERTISING REQUIREMENTS

Advertising rates are for space only and are based on receipt of acceptable materials sized to our mechanical specifications. All ads must be submitted in digital format according to the following guidelines:

- Camera ready ads must be print-ready PDF files.
- SWOP standards apply.
- Image Resolution: 300 dpi
- Ink Coverage: Limit of 300%
- Color: Process/CMYK

Ad Composition

Ad composition and production services for new ad creation (e.g., type changes, resizing, color conversion) are in addition to space charges and are billed at \$60 per hour with a minimum charge of \$30.

Copy Acceptance

The publishers reserve the right to accept or reject all advertising at its discretion for any reason or no reason. Acceptance does not constitute endorsement. Materials will be stored at the advertiser's risk by the publisher.

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